

# NATIONAL IDENTITY AS AN ANTECEDENT TO THE EVALUATION OF COUNTRY-OF-ORIGIN IMAGE (COI) : A COMPARISON BETWEEN MALAYSIAN AND CHINESE STUDENTS

Prepared by: Lee Siew Yen

## ABSTRACT

---

In line with the Malaysian government's vision to promote this country as the regional hub for education in Asia, this research is done to aid the government in their quest. From past studies, it is shown that the country of origin image (COI) has an influence on the products/services produced by that country and this will in turn influence the decision by consumers to purchase. By looking into the relationship between the national identity (NI) of students and how they evaluate the country of origin image, it will enable marketers from the education industry as well as academicians to identify the underlying reason that may lead to choices made by students in deciding where to further their education. Therefore, the purpose of this research is to identify the relationship between the national identity of students and their evaluation of different countries images. It is worthwhile to address this issue as this may be the key which will act as a cue for students in choosing their preferred choice of education country. The findings from this study shows that there is indeed some relationship between the national identity of Malaysian and Chinese students and their evaluation on the image of different countries. For instance, there is a significant relationship between national heritage of Chinese students and the evaluation of US and UK image but it is not significant for the relationship between national heritage of Chinese students and their evaluation of Australia and Malaysia image. The evaluation of country image were different for the US, UK, Australia and Malaysia where the evaluation was the highest for UK, followed by US, Australia and the lowest for Malaysia. In addition, the findings also show that Chinese and Malaysian students have similar view point regarding the evaluation of COI of different countries and all of them prefer to study in UK as compare to the other three countries.